

FOR IMMEDIATE RELEASE

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Omaha Convention & Visitors Bureau launches enhanced mobile site for visitors, residents

Omaha, Neb.—Visitors and residents can now find information about Omaha faster than ever using their smartphones and other mobile devices thanks to an enhanced version of visitomaha.com launched by the Omaha Convention & Visitors Bureau.

“We’re putting Omaha in the palm of our visitors’ hands,” said Dana Markel, the bureau’s executive director. “This means visitors spend less time planning and more time enjoying Omaha’s restaurants, attractions and other entertainment options.”

The site’s navigation and design have been simplified to work with a variety of mobile devices such as iPhones and iPads, Blackberry and Android devices – no app required. (See attached photograph.)

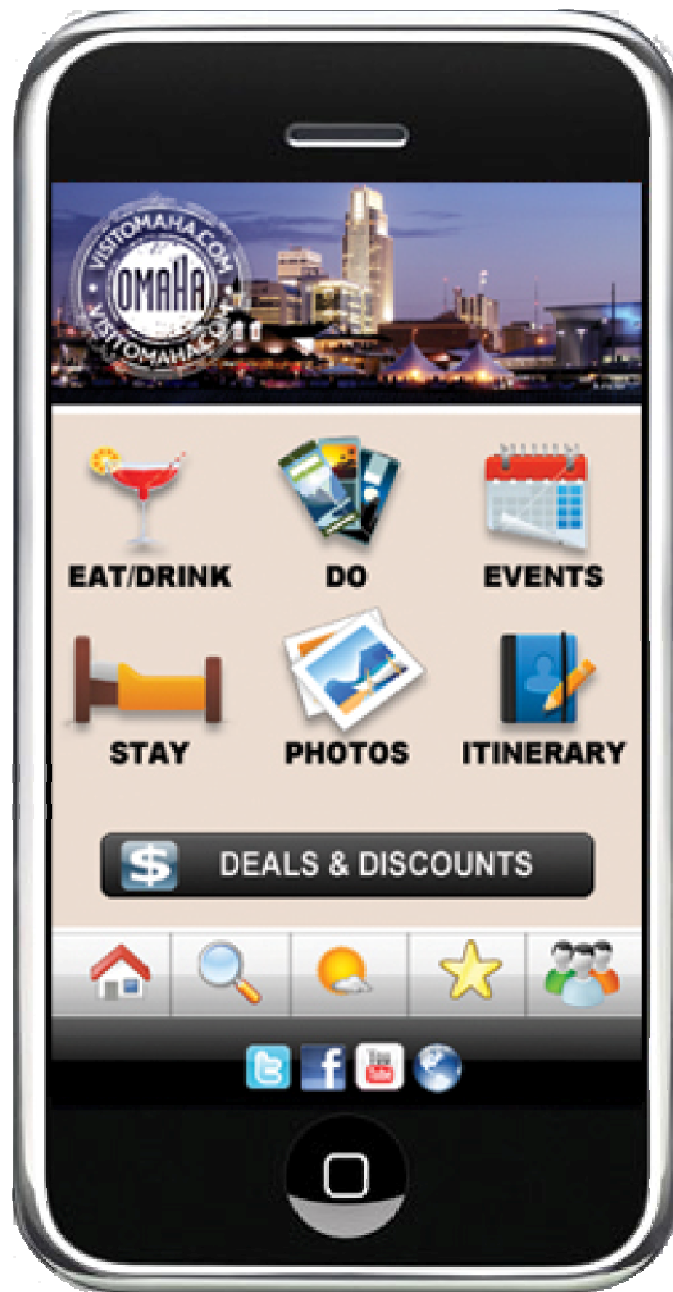
The site features more than 600 of Omaha’s top restaurants, entertainment venues, hotels and attractions and allows visitors and residents to mark and save their favorite places using the site’s Itinerary Builder.

Listings also include click-to-call contact information, physical addresses and interactive Google maps. Listings can be sorted by location or by other means such as type of cuisine in the case of restaurant listings.

Research indicates nearly 70 percent of travelers with web-enabled devices have used the mobile Web to find tourism information such as dining, lodging and entertainment options.

“Having a mobile site will help Omaha industries such as restaurants, entertainment, shopping and hotels capture visitor spending, which is over \$1 billion annually,” Markel said.

The Omaha Convention & Visitors Bureau fosters local economic development through tourism promotion.



The Omaha CVB mobile website features simplified navigation and design to work with a variety of mobile devices.